

Lessons in Business Strategy & Marketing from... The Sex Pistols!

A free interactive webinar

Thursday 15th October 2020

Delivered via Zoom

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With speaker
**Grant
Leboff**



The marketplace is seeing immense disruption. This creates business opportunities but only the best companies will take advantage of them and truly thrive. There is often a misconception that marketing is just about communication... it is not!

Fundamentally, effective marketing is about getting your business strategy right. This is more crucial than ever before. So, what can an English punk rock band formed in London in 1975 teach us about being outstanding today?

This session will give you some thought provoking ideas and practical guidance on how to get it right.

Grant Leboff is one of the UK's leading Sales and Marketing experts and has published a number of best-selling books. A thought leader in his field, he continually challenges sales & marketing conventions that become accepted wisdom, but don't necessarily deliver results.

He is a highly sought-after consultant, mentor and speaker, presenting at conferences and events all over the world. He is a regular contributor to many business magazines and newspapers and has been featured in the Daily Telegraph, The Independent, The Financial Times to name a few. He has appeared on BBC Radio and a significant number of US radio networks.

Sign in at 07:50am, starts at 08:15am. Closes at 10:00am.

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